


Магнезит

Коммуникации бренда Русский магнезит

MAGNEZIT
cooperation in creation

INDUSTRIAL AVANT-GARDE



New level of performance

Selecting the best quality refractories, which help increase the service life of heat-containing industrial vessels lining, is an important factor in improving performance of a high-temperature production facility. We know how to achieve consistent results in this area, and offer you new opportunities provided by a unique magnesite deposit. The mineral ore we mine in the Siberian taiga is second to none in the world. Using this high-quality ore, we make fused magnesite and dead-burned magnesite, which allow for creating the most advanced refractory solutions.

METEC DÜSSELDORF/GERMANY
16-20 JUNE 2015
STAND No. 4/D20

AVANT-GARDE YOUR INDUSTRY For more information, please visit: magnezit.ru/avantgarde

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TECHNOLOGICAL AVANT-GARDE



New level of quality


Today's high-temperature production facilities need refractory solutions capable of withstanding ever-more-demanding process modes. The quality of such solutions depends on the magnesite ore they are based on, as well as on the processing technologies. We mine unique magnesite at our own large deposit in Siberia. To preserve all of the ore's useful properties, we established a leading-edge processing facility. Now we make fused magnesite and dead-burned magnesite in Russia with the most advanced performance characteristics.

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RUSSIAN AVANT-GARDE



New way of thinking

With the world changing at an ever-faster pace, the only way to retain one's leadership is to exchange new ideas. A hundred years ago, the Russian avant-garde was a source of a new way of thinking in the arts for the entire world. Today, we offer a new view of collaboration in manufacturing and using magnesite-based refractory materials. Perhaps that is too bold of a claim — but we have really done a lot to feel the right to make it. We brought together unique resources, advanced technologies, and flawless service to achieve a new level of quality.

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Условия

Группа Магнезит — вертикально интегрированная компания, обеспечивающая полный цикл производства огнеупорной продукции, инжиниринг и сервис тепловых агрегатов. К 2015 году компания завершила промышленное освоение новых месторождений природного магнезита в Красноярском крае и выстроила производственную цепочку, позволяющую производить плавный периклаз и плотноспеченный клинкер высокого качества. Для вывода этих продуктов на рынок огнеупорного полусырья Группой был создан бренд-ингредиент «Русский Магнезит». Необходимо было разработать креативную стратегию запуска нового бренда, ориентированную как на производителей огнеупорной продукции, так и на ее потребителей — предприятия металлургической, цементной и стекольной промышленности.

Решение

Креативная стратегия основана на использовании в качестве имиджевого контекста самого известного и признанного в международном масштабе российского течения в искусстве — русского авангарда. Как в начале

прошлого века русский авангард олицетворял передовое мышление, во многом связанное с индустриальным прогрессом, так сегодня Русский Магнезит олицетворяет новое мышление в сфере огнеупорных технологий. Образный ряд основан на характерных живописных, графических и архитектурных мотивах авангарда, через которые «прорастают» образы, представляющие бренд Русский Магнезит. Общая логика коммуникаций выстраивается в цепочку ценностей, итогом которой становится новая эффективность (высокотемпературного производства), а источником — новые материалы (Русский Магнезит).

Результат

В рамках проекта были разработаны бренд-платформа, коммуникационная матрица и — на их основе — широкий спектр рекламных и маркетинговых материалов, включающий в себя рекламу в прессе, digital promotion, direct marketing, отраслевые выставки. Кампания стартовала в апреле 2015 года и самого начала вызвала осязаемый интерес со стороны производителей и потребителей огнеупоров в России и за рубежом.

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RUSSIAN MAGNEZIT




New materials

Russian Magnezit™ is a new line of materials for manufacturing refractory products used in heat-containing vessels employed by various industries. Russian Magnezit™ is based on unique magnesite from Siberia, which is mined at one of the world's largest deposits. Our advanced processing facility produces fused magnesite and dead-burned magnesite with high content of 97% and above, a CaO/SiO₂ ratio of at least 2, and a high degree of crystal size consistency. We supplemented the unique magnesite ore and advanced technologies with well-developed global logistics, engineering, and service network. Use Russian Magnezit™ and refractories based on it to open new horizons for your plant!

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New Efficiency

SELECTING THE BEST QUALITY REFRACTORIES, WHICH HELP INCREASE THE LIFE OF HEAT-CONTAINING INDUSTRIAL VESSELS LINING, IS AN IMPORTANT FACTOR IN IMPROVING PERFORMANCE OF A HIGH-TEMPERATURE PRODUCTION FACILITY. WE KNOW HOW TO ACHIEVE CONSISTENT RESULTS IN THIS AREA, AND OFFER YOU NEW OPPORTUNITIES PROVIDED BY A UNIQUE MAGNESITE DEPOSIT IN SIBERIA.

Crystalline magnesite with MgO content of **46.9%**

Known magnesite reserves **110 million metric tons**

Design production capacity **732,000 metric tons p.a.**

In 2011, Magnezit Group obtained a license to develop the Taik magnesite deposit in Khatanga (Khatanga Territory), which is the largest high-quality magnesite deposit on the continent. Together with the neighboring Khatanga deposit, which the company has been developing since 2006, the Taik magnesite deposit makes up the Group's source of unique magnesite ore in Siberia, with more than 110 million metric tons in known reserves of especially pure crystalline magnesite.

Found in the heart of the Siberian taiga, our magnesite deposit outcrops at all other known deposits on the continent in terms of qualitative characteristics. The eastern Siberian magnesite is pure and has consistent chemical composition, with an MgO content of 46.9% and above, and a minimum of impurities — silicon, calcium, iron and aluminum oxides.

Since early 2013, magnesite ore has been produced in Khatanga on a commercial scale and has become part of the production cycle at the Lower Angara and the Salska production sites, securing a source of unique, high-quality ore for the company for more than 100 years to come.

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